



**Red Butte Garden**  
THE UNIVERSITY OF UTAH  
Red Butte Garden Advisory Board Meeting  
Wednesday May 9, 2018, 3:30 PM  
Training Room

Present: Greg Lee, Tim Welsh, Tory Magleby, Erin Armstrong, Byron Barkley, Sandi Behnken, Susan Bollinger, Thomas Brickey, Kym Buttschardt, David Classen, Jeff Herring, Chuck Horman, Cindy Kindred, Kristy Larsen, Ron Motzkus, Kevin Murphy, Steve Price, David Reymann, Susan Speer, Lyle Summers, Stephen Urquhart.

Absent: Fred Esplin, Nancy Martin.

Staff in Attendance: Derrek Hanson, Yasmine Jarvis, Kevin Jensen, Roxanne Kulakowski, Wendy Loyning, Angela Wilcox.

- I. Approval of Advisory Board minutes from February 14, 2018. Kym Buttschardt mentioned that she and Erin Armstrong were present at the last board meeting but it was not reflected in the attendance listing. The minutes will be revised to show the corrected attendance.

A motion was made, seconded, and passed to approve the amended minutes.

- II. Announcements  
Three Board members are scheduled to rotate off the Board at the November meeting. The Executive Committee is looking for suggestions of new Board member to be nominated to replace them next year. Any suggestions can be given to Tim Welsh, Greg, or Roxanne.

Greg made a short statement to acknowledge the passing of Zeke Dumke, Jr.

- III. Utah Non-Profits Ethical Standard  
Once a year, we are required to complete the Utah Non-Profits Association's ethical standard. A copy of the standard has been distributed for Board review. A motion was made, seconded, and passed to accept the ethical standards.
- IV. Finance Report  
Kevin Murphy has agreed to chair the finance committee, and is delivering the finance report. Concert revenue is down \$1 million from last year due to the distribution of concerts between fiscal years. Expenses have decreased \$700,000 from this time last year, again because of the distribution of concerts. Last year's tax bill incentivized concert donors to pay for their packages before January, bringing in about \$200,000 more in

sponsorship revenue than that same time last year. Looking at other expenses, they have increased about \$370,000, largely due to the operation of the Water Conservation Garden. Going forward, annual expenses will be about \$215,000 higher due to Water Conservation Garden-related expenses.

V. Concert Season Ticket Sale Report

As of this morning, 88% of tickets for the entire season have been sold – 75,000 total tickets. Before we remodeled the Amphitheatre in 2008, we had never sold 90% of the tickets for a season – last year we were just shy of 97% and this year we will be around 95%, with 20 out of 29 already being sold out.

Concert sponsorship revenue has increased \$174,000 from last year due to an increase in unreserved ticket package sales. Sponsorship revenue has increased \$57,000 from last year. Beehive Cheese is no longer a stage sponsor, and Angela thanked Tim for his long time support. Reserved tables revenue has increased \$40,000. Unreserved packages have doubled from last year, partly due to interest in the lineup and partly because people who are on waitlists for reserved packages are buying unreserved while they wait. There is a concert season kickoff party for concert donors scheduled for May 17 – all Board members are invited.

VI. Tour of Horticulture Facility and Greenhouse

Kevin Jensen gave the Board a tour of the 15,500 sq/ft Dumke Horticultural Operations Center. This building was Zeke's major facility project at the Garden. Previously, there were two double wide trailers of office space for our 25 full-time Horticulture staff, as well as seasonal staff and volunteers. In conjunction with this building, the entry road was moved to allow for easier access for concert tour buses and other large vehicles. The building is still on its temporary occupancy, but it has been used by Horticulture and Programs staff for the past couple months. It is meant to host all the Horticulture staff at full Garden grow-out. Currently, the extra space is being used by Programs staff who will remain until the completion of a future Education center.

VII. Staff Report

There were no questions on the Staff Report.

Adjournment 5:00 pm